GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:1715
ANSWERED ON:14.03.2002
PROGRAMMES FOR FARMERS
DILEEP SANGHANI

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) Whether in order to educate the farmers about various welfare schemes launched by the Government for the benefit of the farmers, her Ministry has decided to sponsor a weekly radio programme entitled `Chalo Khet Ki Ore`;

(b) if so, whether it was also decided to get this programme broadcast in Hindi and other State languages from various stations of AIR throughout the country;

(c) whether an official announcement to this effect was also made by her Ministry in a National Seminar of Farmers held in New Delhi a few months ago;

(d) if so, whether the broadcast of the aforesaid weekly radio programme has since been started;

(e) if not, the reasons therefor; and

(f) the time by which it is likely to be broadcast?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) to (f): AIR has informed that no programme entitled `Chalo Khet Ki Ore` is proposed forbroadcast over All India Radio. A 10-minute programme entitled ` Chalo Gaon Ki Ore`, used tobe broadcast as a sponsored programme over 30 Stations of Vividh Bharati, during the period 1996 to 1999, in 12 languages. All the Stations of All India Radio are at present broadcastingfarm & home programmes directed at rural audiences which include segments of programmes on Rural Development Schemes and Agriculture.

Prasar Bharati enjoys autonomy in the selection of programmes. Government does not give directions on such matters.